



*La Savonnerie Royale*  
VERSAILLES

Official distributor in Middle East:  
Al Shamsi Holdings



# SUMMARY

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# ABOUT BRAND

We are a French company, passionate about the history of France and its chateaus!

It is with this passion that La Savonnerie Royale showcases renowned French “savoir-faire” in the creation of its natural soaps. Each of our soaps is created in Provence, in the respected tradition of Marseille soaps, with our unique Grasse fragrances: Poudre de riz, Pétales d'églantine, Le bassin de Neptune, XIV, Secret Impérial and Une Nuit au Château. In honor of the history of France and the richness of its heritage, we engrave a fleur-de-lys on each of our natural bar soaps.







# UNIQUE

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# FRAGRANCES

We have chosen creators from the city of Grasse, the world-renowned capital of extraordinary perfumers found in the south of France. Our fragrances, Poudre de riz, Pétales d'églantine, Le bassin de Neptune, XIV, Secret Impérial and Une Nuit au Château were selected for their exceptional fragrance, inspired by the history of France and its chateaus.

# OUR COMMITMENT

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## NATURAL-QUALITY :

Our soaps are 96.9% natural. The remaining part of our soaps is made up of perfume concentrate. The wax of our scented candles is 100% natural, composed of mango butter, coconut oil and soy oil.

## TRACEABILITY :

We manufacture our soaps in Haute-Provence and their packaging is also made in France.



# OUR COMMITMENT

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## EXCELLENT CRAFTSMANSHIP :

We manufacture our natural soaps in Haute-Provence, in the tradition of Marseille soaps. Our soaps are composed of a vegetable base, enriched with organic shea butter. We begin with an artisanal manufacture, during which the vegetable base is poured into soap molds, with an engraved fleur-de-lys or lily flower. The packaging of our natural soaps is also made in France.

## UNIQUE SCENTS :

We work with perfumers from Grasse, France to create our fragrances inspired by the history of France.





# UNIQUE PRODUCTS

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To create our exquisite, scented candles we have partnered with a Spanish company whose creations have been sought after by royal families throughout history for their exceptional quality.

The 100% vegan vegetable wax in each of our candles is composed of soy oil and coconut and mango butters. Our scented candle wax reflects traditional expertise and combines luxury with quality and tradition.

Our scented candles last for 45 hours.  
Our reed diffusers last 4 to 5 months.





# SCENTED CANDLES

## *Royale Collection*

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Pétale d'égantine



Poudre de riz



Le bassin de Neptune



XIV



Une Nuit au Château



# SCENTED CANDLES

## *Colored Collection*

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Secret Impérial

XIV

Pétales d'égline

Une Nuit au Château

Le bassin de Neptune

Poudre de riz

# REED DIFFUSERS

## *Royale Collection*

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Poudre de riz



Pétales d'égline



Le bassin de Neptune



XIV



# COLORED COLLECTION

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Our Colored Collection is designed for a young (24-40 y.o) & trendy customer looking for chic and luxurious products.

The Collection also attracts tourist clientele due to compliance with travel regulations (100mL).

This particular clientele will also benefit from a more affordable price range for diffusers.

# ROYALE COLLECTION

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Our Royale Collection is designed for a more mature clientele (40-65 y.o.) looking for prestige and sophistication.



# JEWELRY CANDLES

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- Scented candles with jewelry inside
- Crown bracelet or Fleur-de-lys necklace
- 18 carat gold-plated jewelry decorated with zirconias
- Luxurious and unique 2-in-1 gift



# AMBIENCE

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## Royal Collection



## Colored Collection





# UNIQUE LINE OF SOAPS

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- Made in Haute-Provence, in the tradition of Marseille soap
- 96.9 % natural ingredients
- Bar soaps enriched with shea butter and liquid soaps with coconut and olive oils





# BAR SOAPS

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XIV



Secret Impérial



Une Nuit au Château



Poudre de riz



Le bassin de Neptune



Pétales d'égline



A UNIQUE PARTNERSHIP

# PALACE OF VERSAILLES' COLLECTION

La Savonnerie Royale is proud to announce that it is now a licensee of the Palace of Versailles. This partnership between expertise and heritage was an obvious choice, given La Savonnerie Royale's olfactory universe.

The launch of *Promenades Galantes* scented soap introduces the start of the collection created in partnership with the Palace of Versailles as part of the brand licensing program.

This Collection continues with *Les Chevaux d'Apollon* and *Jardin du Trianon* soaps, inspired by the Palace of Versailles' gardens. This line is also available in a luxury 3 soaps gift set.



## CHÂTEAU DE VERSAILLES



# LIQUID SOAPS

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XIV



Secret Impérial



Une Nuit au Château



Poudre de riz



Le bassin de Neptune



Pétales d'églantine



# NEW PRODUCTS



2022-2026

Creation of 6 scented soaps and gift sets, in collaboration with the Chateau de Versailles

2025

Luxurious hand creams in bestsellers fragrances, available in glass bottles with gold enamel design.

2025

Creation of colored reed diffusers in 500ml format. Range designed for the Middle East region, featuring our best-selling fragrances.

2025

Hotel & large-format range (shower gel, shampoo, conditioner, body lotion and soap) in the best-selling fragrances.

2025

Co-creation of a collection of soap dishes in Murano glass and 24-carat gold leaf in collaboration with a renowned craftsman.

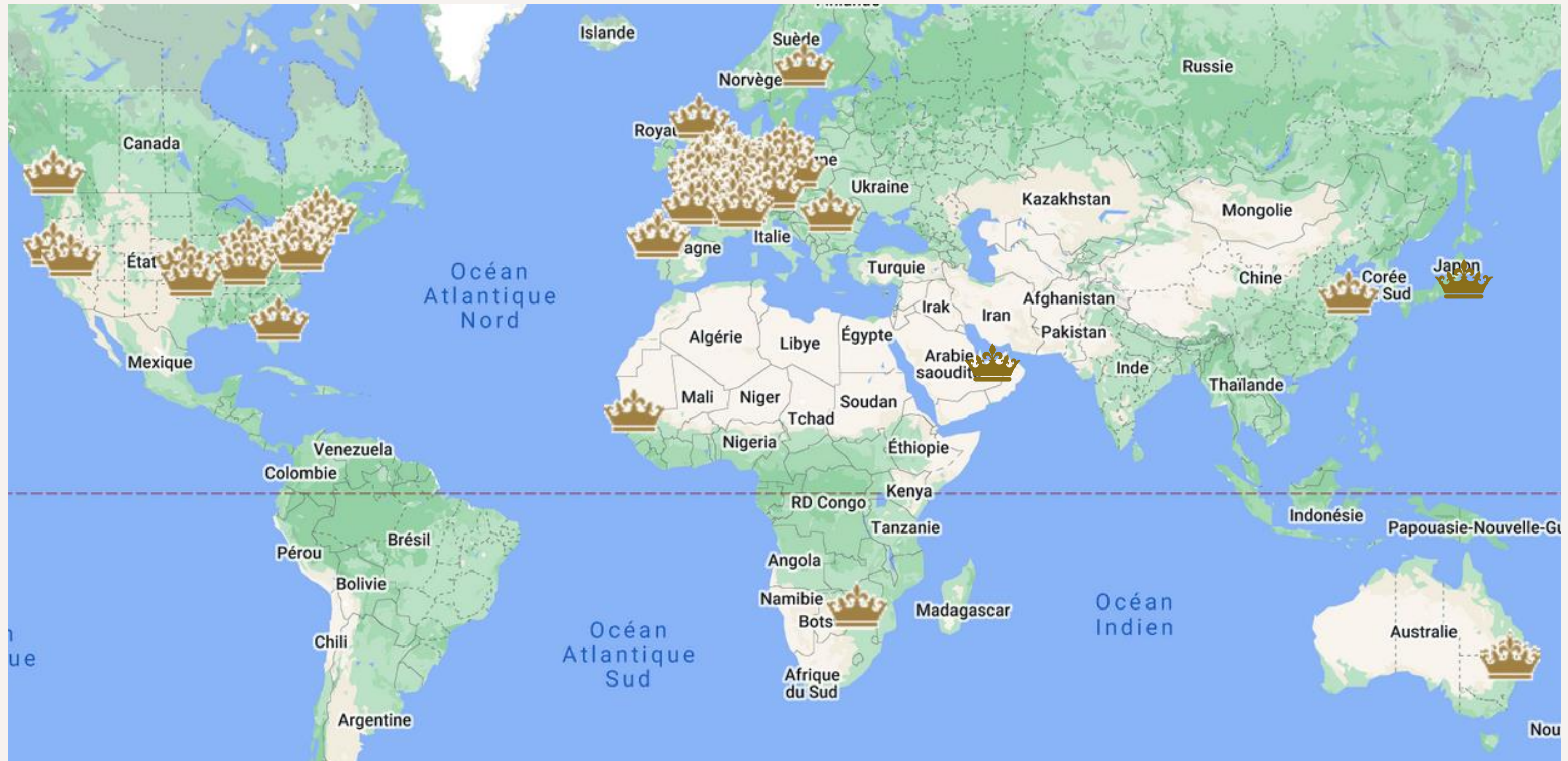
2026

Shower gels in all fragrances in travel & large format.



# OUR GLOBAL PRESENCE

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# OUR GLOBAL PRESENCE

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## Today:

- We are distributed in several countries across the world (UAE, EU, USA, UK, South Africa, Guinea, Switzerland, Japan)
- Our products are sold in chateaus and museums' stores, concept stores, palaces, hotels and high-end SPA.
- Last exhibitions supported by Business France (Ministry of Economy): Design Tokyo (2019), NY Now (2019), BWME Dubai (2022 and 2023).

## Middle East future distribution:

- - United Arab Emirates
- - Saudi Arabia
- - Qatar
- - Bahrain
- - Oman
- - Lebanon
- - Kuwait

# ROYAL NEWS

*beautyworld*

SAUDI ARABIA

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21 – 23 April, 2025  
Riyadh, Saudi Arabia



*La Savonnerie Royale*  
VERSAILLES

**Source  
globally.  
Connect  
locally.**



**LA SAVONNERIE ROYALE WILL BE  
ATTENDING BWME KSA IN 2025!**



## CONTACT US

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## FOLLOW US

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<https://www.lasavonnerieroyale.com/en/>

